



## Next Material

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### **Design and Development of a Regarded Sustainable Unisex T-shirt made of German Alpaca Fibre - Assessment of the Market Potential with Focus on Applying Material- and Market Analysis**

Inspired by the idea to produce a yarn out of alpaca wool to create a textile product, the Bachelor Thesis also addresses marketing-specific analyses to develop a production of a unisex-basic shirt. A short historical look to the alpaca's domestication process, as well as a brief analysis of the raw material lead to the development of a theoretical concept. The aim was to establish a German alpaca-product in the sustainable fashion market.

The outcome of the spinning and knitting process, as well as the theoretical analyses show an immense sustainable potential of the alpaca-product other. – thanks to the raw material and design. Weaknesses, that especially lie in the manufacturing cycle, are also present. These include difficulties in the raw material procurement, as well as a production within Germany due to a lack of know-how and huge unit costs.

But there are chances for a sustainable influence as the potential of an increasing market is immense.



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